

**INDIANA ARTS COMMISSION
PUBLIC AWARENESS COMMITTEE**

November 19, 2004
IAC CONFERENCE ROOM
INDIANAPOLIS, IN
1:30 p.m. to 3:30 p.m.
Leonard Pas, Chairman

Commissioners or Committee Members Present: Leonard Pas, India Cruse-Griffin, Jeanne Mirro, Cindy Frey, Jane Rulon, Jim Bodenmiller, ex-officio.

Commissioners or Committee Members Not Present: Steve Tuchman, Cliff Lambert, Sandy Clark, Joan David, Darla Blazey, Susan Zurbuchen, Jane Rulon, Tina Connor.

IAC Staff Members present: Dorothy L. Ilgen, Katherine Bull, Rex Van Zant, Robyn Allen.

I. Welcome and Introductions

Mr. Pas called the meeting to order at 1:30 p.m.

II. Consent Agenda

A. Meeting Agenda

B. June 29, 2004 Meeting Minutes

Ms. Mirro moved and Ms. Frey seconded. Motion passed unanimously.

III. Media Relations Update

Mr. Van Zant provided the committee with a PowerPoint presentation detailing press releases and resulting press coverage taking place since the last committee meeting in June. One such story involved a partnership project between the IAC and Department of Environmental Management (IDEM) to conduct an art contest for artists working with recycled materials. Commissioner India Cruse-Griffin was one of the judges.

Mr. Van Zant also reported on a media relations training session he led for grant recipients in Region 5. The session provided useful information to the grant recipients regarding proper IAC / RAP logo use, how to promote the arts to their constituents (including legislators), and some basic tips on working with the media. The IAC plans to continue offering this training to other Regional Arts Partners as requested.

IV. Marketing update

Mr. Van Zant presented a brief overview of the agency annual report, including on-screen sample pages from the document. It was noted that some editing was still needed including updating of financial information. There was discussion regarding the length of the document and whether it should be shortened, or a summary version created.

The final version of the report will be distributed electronically in either a .PDF file format or Zip file format, and an online version will be posted on the agency website. Distribution plans include a limited number of printed copies for legislators and other key elected officials. Once final budget figures are made available, and final copy approval is given, the electronic version will be distributed. Printed versions could be done within a week to 10 days depending on the print vendor selected.

Mr. Van Zant gave a report on current sales figures for the Arts Trust license plate. As part of the report, Mr. Van Zant also briefed the committee on status of efforts to modify the Cultural Trust Fund legislation to remove the \$50 million threshold for release of interest income to the agency. The Cultural Trust Administrative Board will be meeting in the next few months to begin work on setting investment strategy.

There was significant discussion regarding potential sponsors for the revised legislation, as well as the potential for the impact of an administration change on boards such as the Cultural Trust Administrative Board.

V. Electronic Communications update

Ms. Allen reported on the status of the website redesign. She also reported on the current statistics from the present site including the average number of daily visitors, and the total number of visits during the last recorded month was 366,818. Ms. Allen reviewed new areas of the site, most popular areas of the existing site, and even type of browsers used to help determine best outline for the new design. After design and content development is complete, the site will be tested for a period of time with the anticipated launch in late winter. An on-screen sample of the main page layout was shared with the committee.

Ms. Allen also reported through PowerPoint presentation on the current distribution of the agency's electronic publications, intended audiences, and current circulation numbers.

VI. Governor's Arts Awards

Mr. Van Zant updated the committee on the scheduled date and location for the awards ceremony. The luncheon event will take place Monday, October 17, 2005 in the new sculpture gallery of the Eiteljorg Museum.

It was noted that the museum is waving rental fees to the IAC for this event, but that we would have to pay for the cost of security and housekeeping if we desire access to all or part of the museum. This could run as high as \$800. The museum will prepare a contract for the event.

Mr. Van Zant also informed the board of the recipient selection process and the nominees chosen as recipients and alternates. Ms. Clark explained in detail how the nomination review took place, and how the written criteria helped simplify the selection process. If approved by the committee, these names will be forwarded to the Governor's Office for review and approval. Once approved, the IAC will notify the recipients of their selection. The vast majority of the nominations came in electronically. It was emphasized that the list of nominees could not be made public until such time as we receive approval from the Governor's Office.

Ms. Frey and Ms. Clark moved and seconded that the nominees and alternates be approved and forwarded to the Governor's office for consideration. The motion was approved unanimously.

VII. **Logo Redesign update**

Mr. Van Zant recapped previous commission discussion about changing the agency logo to more closely reflect the image from the Arts Trust license plate logo. He briefly explained history of the current logo design development, and information about logo redesign campaigns obtained from two graphic arts professionals during recent conferences had attended. This information included key questions regarding reasons for changing an identity logo, and key elements that make a dynamic visual statement in a logo.

Ms. Allen reviewed the process she used in taking the Arts Trust plate logo and modifying it into a potential format that would make an appropriate agency logo. Samples were shared with the committee and comments taken about preferences or changes recommended. Ms. Cruse-Griffin made specific suggestions about the use of color that might provide better visual balance.

It was recommended that once this initial design work is complete, a graphic arts consultant be asked to make recommendations on refining the design concepts to insure the final images reflect a high quality product.

Mr. Pas stated that we should make it very clear in any materials we create referring to the Arts Trust plate should clearly differentiate that revenue from this plate does not go to benefit either political party because there may be confusion between special issue plates and vanity plates.

VIII. **Old Business**

There was no old business.

IX. **New Business**

Mr. Pas recommended the IAC make every effort to incorporate the 40th anniversary of the enabling legislation into plans for the Governor's Arts Awards. Mr. Pas asked that the GAA Planning Committee be made aware of the anniversary and look for opportunities to plan around this event, and that everything we do in promoting the Governor's Arts Awards should highlight this celebration.

There also was discussion regarding whether or not the incoming administration might ask for resignations from boards and commissioners as has been the case with agency directors. Mr. Bodenmiller said he would try to find out more information about any such expectations.

X. **Adjourn**

Ms. Mirro and Mr. Bodenmiller moved and seconded motion to adjourn. The motion was approved unanimously. Meeting was adjourned at 3:06 p.m.